**Marketing Plan**

**Total Product Experience**

This business will provide a safe and fun environment for people of all ages. In the restaurant, the staff will be there to provide the service needed. Family and friends are welcome to sit down and have a bite to eat. The menu will have different pastas, soups, salads, gilled cooked burgers and more. Or come over to the bar and enjoy the company of the bartenders, providing all types of drinks, from alcohol to nonalcoholic beverages. Sign up to be in the pool league, bring your friends and family to have a fun night in pool. Experience the fun of sports on our big screen TVs. Late night DJ on the weekends with drinking specials. Come and experience a fun and safe time.

**Place Strategy**

This business with provide customers with food and drinks in a safe environment. The customers can sit down in the dining area and enjoy their choice of food preference. Or the customers can go to the bar area and enjoy the people around them. This business will provide the customers with an area to play pool or watch sports. Also this business will provide a DJ on weekends to bring the customers a fun night out with family or friends.

**Promotion Strategy**

The goal of this business is to provide customers with outstanding food service and a safe and fun environment to be free. Strategies to fulfill this goal are 3 key ideas. Provide the customers with food service, the menu with have a verity of foods to choose from along with specials. The dining area will have friendly workers willing to help. Also this business with provide satisfaction throughout the day into the night. Friends and family can dine in throughout the day to satisfy their hunger. Into later in the night the bar will be open to relax and have a fun time. Along with that the business will have a DJ on the weekends, to provide the customers with a night full of music and dancing.

**Pricing Plan**

Starting in the restaurant the pricing with vary, depending on the food. The pricing for dining in will go from 10 to 25 dollars per person. In the bar area the pricing will go from 75 cent beer tappers to 4.00 big mixed drinks. Depending on the night, there will also be special such as buy one get one free.